

**Edit Display String Properties**

Display String: Sade

Current Title: CLICK for POP music at the BMG Music Club!

Edit

Change to another title of this campaign.

4043  
- Select a title -

OR

4046  
Change current title

4048  
CLICK for POP music at the BMG Music Club!

URL

4047  
<http://service.bfast.com/bfast/click?bfmid=20904140&siteid=3707266&bfpage=pop>

Negatives

\$CPC

0.2

Append

Check to append the Title to the Display String like:  
Sade @ [TITLE]

4050

Save Changes

Manage properties for this specific keyword

Current title

Change Title

CPC - Cost per click

Add Negatives in order to fine tune the context of the word within the surrounding text.

Check for Append - this will append the title in the specified format

Manage destination URL

Fig. 25G